



**AIA**

ADVOCACY + RELATIONSHIPS TEAM

# **AIAS STUDENT HILL DAY**

**EVERYTHING YOU NEED TO KNOW**

July 9, 2019  
Webinar



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## Webinar Topics

- Logistics and briefing
- Hill meetings
- Dos and don'ts
- Legislative issues
- Opening session
- Frequently asked questions
- Social media

# **LOGISTICS AND HILL BRIEFING**



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# Student Hill Day

## July 18, 2019

- 8:00 Bus departs from Fairmont Hotel to The Loft at 600 F
- 8:30-11:30 Issue briefing and training
- 11:30-12:00 Bag lunch
- 12:00-12:30 Groups depart for Capitol Hill
- 12:30-3:30 Students attend meetings with Members of Congress
- 4:30-8:00 AIAS Grassroots Opening Ceremonies at National Building Museum





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# Student Hill Day Briefing at The Loft at 600 F

- Maximize your time on Capitol Hill
- Meet your groups
- Review logistics
- Most up-to-date information from Capitol Hill
- Final issue training
- Answer any final questions



# HILL MEETINGS



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## Capitol Hill Meetings

- Hill meetings will begin at 12:30.
- Students will be in 8 different groups and will be informed of their meeting assignments at the briefing
- Groups were created based on your preference to be matched with Congress members based on school or home district.
- Each group will have a student leader and AIA staff as a guide.

# **THE DOS AND DON'TS FOR ADVOCACY MEETINGS ON CAPITOL HILL**



# Do

- Know who you are meeting (don't worry we will provide you with that information!)
- Be respectful.
- Be on time. We all love to talk and you need to observe the five-minute rule of being early or late. Stay on topic.
- Dress professionally or like you're interviewing for a job. This means business attire. This is especially important because Congress will be in session, but wear comfortable shoes!
- Accept that there can be changes in who we meet with; surprises are a given!
- Be prepared for the member of Congress to walk by and join the meeting.
- Have a chief spokesman who leads and guides each meeting.
- Tell the most important things first, and emphasize the call to action or "ask."
- Divide up the talking points ahead of time so each person in your group knows their role.

# Do

- Offer short, impactful stories and anecdotes to make your points that back up each key message.
- Leave something behind like a fact sheet or issue brief.
- Gently ask if the senator or representative is likely to help with the “ask.”
- Take pictures in a respectful way. It is appropriate to ask permission first – most offices like tweets or Facebook posts about their responsiveness.
- Complete an evaluation after every meeting so your organization can gauge the effectiveness of our visits and follow up appropriately.
- Last, but not least, wear comfortable shoes!



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# Don't

- Be rude, partisan or argumentative.
- Forget to invite your Members to the program you're attending (AIAS Grassroots)
- Ignore the staff. Staff members are the wheels that keep Capitol Hill turning.
- Text or be on your phone.
- Interrupt a member of Congress or staff person, let alone someone in your group.
- Answer questions that you do not know the answer to. It is OK to say, "I will research that and get back to you." AIA staff are also here to help with those questions– it's our job to follow up.
- Don't forget the ask!

# Don't bring the following prohibited items

- Liquid, including water
- Food or beverages of any kind, including fruit and unopened packaged food
- Aerosol containers
- Packages, briefcases, backpacks or suitcases
- Non-aerosol spray (Prescriptions for medical needs are permitted.)
- Any pointed object, e.g. knitting needles and letter openers (Pens and pencils are permitted.)
- Any bag larger than 18" wide x 14" high x 8.5" deep
- Electric stun guns, martial arts weapons or devices
- Guns, replica guns, ammunition, and fireworks
- Knives of any size
- Mace and pepper spray
- Razors and box cutters

**LEGISLATIVE ISSUE**



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## **In Your Packet:**

- Introduction to Student Hill Day
- Background Document
- Congressional Meeting Guide
- Talking points
- Issue Brief



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## **Issue: Student Loan Debt**

- Over 44.7 million Americans carry a collective \$1.5 trillion in student loan debt
- Class of 2017 Borrowers will owe an average of \$28,650
- It's worse for architecture graduates: AIA poll found an average of \$40,000 owed
- Licensure process requires additional years of study– and work with less earning potential
- 2017 AIA Survey found 80% of firms increase salary upon achieving licensure



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## Issue: Future Financial Instability

- Impact of student loan debt can continue long after you've paid them off
- The average American does not save the recommended amount for retirement— in fact, only about 18% do
- Almost 60% of American workers under age 25 years old are saving for retirement through their employer plan
- Hard to imagine setting even more money aside
- But compound interest in the first few years adds up—and could be the difference between whether you can afford to retire





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## Legislation:

- Retirement Parity for Student Loans Act: S. 1428
- Would allow employers to count student loan repayments as a matching contribution to employer-based retirement plans
- All types of retirement plans would qualify- important for architects
- All types of student loans would qualify
- Currently a Senate bill and we are hopeful for a bipartisan House bill before July 18
- Committees of jurisdiction: House Ways & Means, Senate Finance

# FREQUENTLY ASKED QUESTIONS



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## **We aren't on committee, so there's not much we could do.**

- **Suggested answer:** We understand that the committee process is incredibly important. Student debt is a complex issues that cut across multiple committee jurisdictions and will ultimately need widespread support to see these changes made into law. Will you talk to your colleagues on committee and in leadership and urge them to prioritize this issue?



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## **Leadership sets the schedule, what do you want us to do?**

- **Suggested answer:** Will you go to leadership to urge them to prioritize this? Will you talk with other members in your delegation from our state and make clear to leadership that this is an issue on which our state's voters want to see progress?



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## Wouldn't you rather just have your loans forgiven?

• **Suggested answer:** Of course, I think most people would. But previous plans around loan forgiveness have been bogged down for many years and current proposals seem to be falling on partisan lines. We would be very interested to learn more about any of your ideas as well, since student debt is a massive problem that will likely require more than one solution. In the meantime, this bill is a simple but critical step Congress should take in a bipartisan way to make a difference tomorrow.



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## **Do you have a bill?/ What is the bill number?**

- **Suggested answer:** In the Senate, S. 1428. (We will update you on a House bill number if there is one by July 18. )



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**(Any technical question about the way the legislation would work that you may not know offhand.)**

- **Suggested answer:** The AIA federal team would be better able to answer technical questions about the legislation itself, but we are here to convey the importance of urgent Congressional action.

# OPENING SESSION





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## Opening Session

- AIAS Grassroots 2019  
Opening Ceremonies at the  
National Building Museum  
Keynote: The Rockwell  
Group



**SOCIAL MEDIA**



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## **Follow, share and get the latest updates on Student Hill Day by following:**

- @AIA\_Advocacy
- @AIASorg
- @AIANational
- Hashtags: #citizenarchitect and #AIASgr19

**QUESTIONS?**

**PLEASE SUBMIT THROUGH GOTOMEETING**



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## Have questions?

- On issues email [karakempski@aia.org](mailto:karakempski@aia.org)
- On logistics email [dorianwanzer@aia.org](mailto:dorianwanzer@aia.org)
- Visit <http://www.aia.org/events/grassroots-2019/>